

The Grand Album . . .

OF

Metropolitan Fashions,

FOR

JUNE, 1897.

NOTWITHSTANDING the kindly reception given to the former Numbers of THE GRAND ALBUM OF METROPOLITAN FASHIONS, we do not wish our patrons to understand that our efforts to make it **ABSOLUTELY THE HANDSOMEST AND MOST VALUABLE PUBLICATION OF ITS KIND IN THE WORLD** have touched high-water mark in these initial issues. Difficulties inevitably associated with the inception of an enterprise of such novelty have made these first two numbers of THE GRAND ALBUM tentative and promissory rather than finished exponents of what this publication is henceforth to be. By the measure of the improvements made in our other periodicals subscribers for THE GRAND ALBUM may anticipate the good things yet in store for them.

One of our difficulties has been the perfecting of certain processes of color work, examples of which appeared in the May number. The importance of a monthly publication offering its subscribers in each number over **THIRTY PAGES OF COLOR PLATES**, with over a hundred illustrations of garments in half tone, will hardly fail to impress every one interested in fashions and fashion work. This with other improvements in preparation will make THE GRAND ALBUM as now being developed **THE MOST MAGNIFICENT FASHION PUBLICATION EVER ISSUED.**

It will be invaluable:

I.—To the Dressmaker and Ladies' Tailor.—For whom its wealth of beautiful and correctly colored illustrations of current and coming Styles of Ladies', Misses' and Children's attire affords at once a criterion for their own creations and an alluring and suggestive book of modes for the inspection of their patrons. They will readily appreciate the effectiveness of its Detachable Plates for use in windows and upon the walls of their reception rooms.

II.—To the Milliner.—Who will find, among its monthly Plates of seasonable *Chapeaux*, exact reproductions in form and color of the latest examples of Paris, London and New York *Modistes*, together with correct models of the untrimmed shapes and valuable suggestions as to the trend of popular taste in the matter of color harmonies and decorative materials.

III.—To the Juvenile Outfitter.—Who cannot elsewhere obtain any such attractive and well grouped views of all that is seasonable and stylish in the costuming of Misses, Girls, Boys and Children. The signal favor bestowed upon "THE JUVENILE OUTFITTER," when issued as a separate publication, was not more deserved than will be this department, which is given generous space in the June issue of THE GRAND ALBUM.

IV.—To the Dry Goods Merchant.—For whose especial benefit has been inaugurated the unique department of Window Dressing, with its reproduction of large photographic views of notable window displays by metropolitan houses, and who will also find its readily-detachable Color Plates on heavy paper of great utility in promoting sales of fabrics suitable for the development of the garments depicted.

V.—To Any Woman.—Who wishes in all matters of fashion to have access to the earliest information possessed by the Professional Dressmaker and Milliner. While essentially a publication for high-class professional use, the home dressmaker and amateur milliner will find THE GRAND ALBUM worth many times its moderate cost by reason of the insight into professional methods and the advanced information it affords.

NOTE.—Special Features for June will be in the form of a Large Lithographic Plate of Boys' Fashions and two Supplementary Sheets containing Illustrations of the Latest Styles in Plain and Trimmed Skirts, and the Newest Modes in Bicycle Attire.

Single Copies, - - 25 Cents.

Subscription Price, \$2.00 a Year.

Transportation Charges to any Address in the United States, Canada, Newfoundland or Mexico, on THE GRAND ALBUM OF METROPOLITAN FASHIONS, are paid by us. When the Publication is to be sent on subscription to any other country, One Dollar for Extra Postage on the Subscription is charged.

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